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JC904 U.S. PTO

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06/14/01

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PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL
(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 005217.P055
(maximum 12 characters)

First Named Inventor Douglas Allyn Miller

Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN INTERACTIVE TELEVISION SYSTEM

Express Mail Label No. EL429889354US

ADDRESS TO: **Assistant Commissioner for Patents**
Box Patent Application
Washington, D. C. 20231

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. **Fee Transmittal Form (e.g., PTO/SB/17)**
(Submit an original, and a duplicate for fee processing)
2. **Applicant Claims Small Entity Status. (37 CFR 1.27)**
3. **Specification (Total Pages 35)**
(preferred arrangement set forth below)
 - Descriptive Title of the Invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference sequence listing, a table, or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. **Drawings(s) (35 USC 113) (Total Sheets 4)**
5. **Oath or Declaration (Total Pages 5)**
 - a. Newly Executed (Original or Copy)
 - b. Copy from a Prior Application (37 CFR 1.63(d))
(for Continuation/Divisional with Box 17 completed)
 - i. **DELETIONS OF INVENTOR(S)** Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
 - c. Unsigned.
6. **Application Data Sheet. (37 CFR 1.76)**
7. CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
 - a. Computer Readable Form (CRF)
 - b. Specification Sequence Listing on:
 - i. CD-ROM or CD-R (2 copies), or
 - ii. paper
 - c. Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. **Assignment Papers (cover sheet & documents(s))**
10. a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
 b. Power of Attorney
11. English Translation Document (if applicable)
12. a. Information Disclosure Statement (IDS)/PTO-1449
 b. Copies of IDS Citations
13. **Preliminary Amendment**
14. **Return Receipt Postcard (MPEP 503) (Should be specifically itemized)**
15. Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. **Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.**
17. Other: separate title page with express mail certificate, copy of postcard and attorney's signature

18A. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

Continuation Divisional Continuation-in-part (CIP)
Of Prior Application No.: _____ Examiner _____ Group Art Unit _____
(which is a continuation/ divisional/ CIP of prior application no. _____,
which is a continuation/ divisional/ CIP of prior application no. _____) (List entire chain of priority)

Applicant(s): Also include a Preliminary Amendment to amend the specification to claim priority.
For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

18B. Statement under 37 CFR 3.73(b) for continuing application:

The undersigned states that _____ (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel. No. _____ Frame No. _____ (or a copy of which is attached).

19. Correspondence Address

Customer Number or Bar Code Label _____ (Insert Customer No. or Attach Bar Code Label here)
or

Correspondence Address Below

NAME Dennis M. de Guzman

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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Seventh Floor

CITY Los Angeles STATE California ZIP CODE 90025-1026

Country U.S.A. TELEPHONE (425) 827-8600 FAX (425) 827-5644

Name (PRINT/TYPE): Dennis M. de Guzman Registration No.: 41,702

Signature: Dennis M. de Guzman Date: 6/14/01

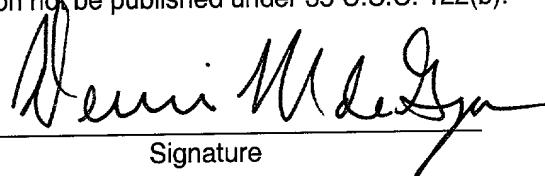
REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)

First Named Inventor Douglas Allyn Miller
Title ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN INTERACTIVE
TELEVISION SYSTEM
Attorney Docket No. 005217.P055

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

6/14/01

Date



Signature

Dennis M. de Guzman

Typed or Printed Name

41,702

Registration No.

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months after the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

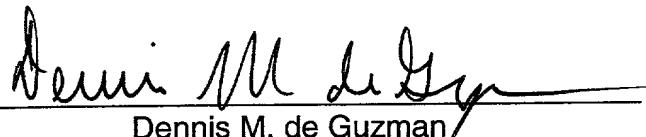
Send to: Assistant Commissioner for Patents, Washington, D.C. 20231

ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN INTERACTIVE
TELEVISION SYSTEM

Inventors: Douglas Allyn Miller

Respectfully submitted,

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP



Dennis M. de Guzman

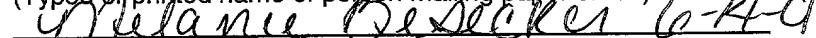
Reg. No. 41,702

"Express Mail" mailing label number: EL429889354USDate of Deposit: June 14, 2001

I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Assistant Commissioner for Patents, Washington, D. C. 20231

Melanie Besecker

(Typed or printed name of person mailing paper or fee)



(Signature of person mailing paper or fee) (Date signed)

Serial/Patent No.: New Application Filing/Issue Date: Herewith
 Client: Digeo, Inc.
 Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN INTERACTIVE
TELEVISION SYSTEM

BSTZ File No.: 005217.P055Date Mailed: June 14, 2001Atty/Secty Initials: DMG: mmb

Docket Due Date:

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

Amendment/Response (____ pgs.)
 Appeal Brief (____ pgs.) (in triplicate)
 Application - Utility (35 pgs., with cover and abstract)
 Application - Rule 1.53(b) Continuation (____ pgs.)
 Application - Rule 1.53(b) Divisional (____ pgs.)
 Application - Rule 1.53(b) CIP (____ pgs.)
 Application - Rule 1.53(d) CPA Transmittal (____ pgs.)
 Application - Design (____ pgs.)
 Application - PCT (____ pgs.)
 Application - Provisional (____ pgs.)
 Assignment and Cover Sheet
 Certificate of Mailing
 Declaration & POA (5 pgs.) (unsigned)
 Disclosure Docs & Orig & Copy of Inventor's Signed Letter (____ pgs.)
 Drawings: 4 # of sheets includes 4 figures

Express Mail No EL429889354US Check No. _____
 _____ Month(s) Extension of Time Amt: _____
 Information Disclosure Statement & PTO-144 (4 pgs.) Check No. _____
 Issue Fee Transmittal Amt: _____
 Notice of Appeal
 Petition for Extension of Time
 Petition for _____
 Postcard
 Power of Attorney (____ pgs.)
 Preliminary Amendment (____ pgs.)
 Reply Brief (____ pgs.)
 Response to Notice of Missing Parts
 Small Entity Declaration for Indep. Inventor/Small Business
 Transmittal Letter, in duplicate (3 pgs each)
 Fee Transmittal, in duplicate

Other: * separate title page with express mail certification, copy
of postcard and attorney's signature (1pg)
 * Form PTO SB/35 (1pg) (pg. 3 of transmittal)
 * 10 listed references